

ISHAN SHAH

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EDUCATION

The University of Texas at Austin	Bachelor of Business Administration, Major in Marketing, Minor in Advertising <i>Relevant Coursework: Management Information Systems and Integrated Design</i>
The University of Economics, Prague	International Business and Management

EXPERIENCE

Landing – An Apartment Subscription Company March 2021 - Current

Growth Marketing Manager

- Developed and built the entire lifecycle strategy from acquisition to retention; reduced CAC by 68% by addressing user pain points and executing a rigorous testing roadmap
- Managed a team of 3 agencies to generate content, creatives, and establish new partnerships, resulting in \$12MM+ in revenue
- Launched & tested 13+ growth channels by creating channel-testing roadmaps, resulting in the acquisition of 70% of all customers
- Scaled customer referrals from 1% to 15% of conversions by optimizing frontend & backend systems and managing all campaigns
- Strategized & implemented retention programs, resulting in a 10X increase in repeat conversions and boosted overall conversion contribution from 15% to 44%
- Collaborated with product, design, & engineering teams to build an extension product feature contributing to \$7.5MM in revenue
- Achieved a 5X increase in conversions and reduced CAC by 78% by aggressively testing targeted paid social ads

Ampush – A Growth Marketing and Digital Strategy Agency October 2019 – March 2021

Senior Growth Marketing Analyst

- Drove \$5.5MM in profit across 4 D2C clients through the development of strategies to expand & monetize the customer base
- Operated as the Growth Product Manager for engineers & designers to build customer-facing experiences and applied UX/UI test learnings, resulting in the release of 100+ landing pages and experiences that drove 200% YoY revenue growth
- Led a team of analysts, designers, and engineers to execute against a growth testing roadmap across 8 channels, executing over 200 tests and contributing to \$12MM in revenue
- Launched a company and brought 6 products to market, led all growth efforts; achieved profitability in 10 weeks with 320% ROAS
- Boosted acquisitions by 85% and reduced costs by 35% by managing the testing roadmap to execute new A/B ad tests, targeted messages, creatives, and conversion rate optimization (CRO) tests
- Analyzed & optimized the user journey by launching a new lifecycle email marketing channel; achieved a 35% conversion rate lift

Rooster Teeth Productions – A WarnerMedia Company November 2016 - September 2019

Growth Marketer - Ad Products & Revenue Team

September 2018 - September 2019

- Delivered \$6MM+ in sales through the development of new ad products and iteration of existing products, testing minimum viable products, and implementation of product features to boost conversion rates and improve brand lift
- Segmented users to enhance brand-audience fit through data analysis and integrated campaign testing, resulting in \$2.5MM
- Managed the full-cycle development and integration of a comprehensive ad product management database, increasing operational efficiency and scaling across 50 teams and partners
- Accelerated velocity by 80% during a 3-team merger by redefining the ad product portfolio, incorporating consumer insights, setting product goals, training salespeople, and building new platforms from the ground up

Business Operations Associate - Sales and Business Development

February 2017 - May 2018

- Transitioned the department from Salesforce to Hubspot CRM after conducting sales interviews and identifying friction points; resulted in better sales intelligence, increased efficiency, and increased transparency throughout the department
- Contributed \$34MM+ in sales by developing sales tools and branding assets for our Podcast Network to support the sales team
- Generated over \$6MM in revenue by supporting the growth and development of various business operations, including e-commerce, streaming services, live events, branding deals, podcast ads, and integrated marketing programs.

ADDITIONAL INFORMATION

Bootcamps: Reforge's Product Management Foundations and Growth Series, 3 Day Startup

Skills: Salesforce & Hubspot CRM, Excel, WordPress, Facebook Ads, Google Ads & Analytics, JIRA, Figma, SQL, HTML, Looker, Hotjar

Work Eligibility: Eligible to work in the U.S. with no restrictions